

Marketing

2023

HAYS IRELAND
SALARY & RECRUITING
TRENDS **SALARIES**

hays.ie/marketing



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ABOUT HAYS

To help you meet ever-changing customer demands, we bring the people, the technology and the partnership you need to achieve your goals, now and in the future.

Marketing experts are the key to your brand reaching and resonating with your customers. But getting this right can be complex as consumer touchpoints become more diverse and target markets can be global. Whether your goal is to create more engaging content or to get the most out of your CRM system; to decipher data more effectively and better target your customers, we have the knowledge and expertise to achieve your ambitions.

Using a customer-first and insight-led approach to meet your business needs, we make it easy for you to deliver against the complex talent and recruitment landscape you need to navigate.

At Hays we're **working for your tomorrow** to help your business succeed.

It's not just people we provide – whatever your hiring needs, we're always challenging the status quo, so our suite of services delivers the right outcomes for your organisation.

Our core services

Permanent recruitment ▶

- Find passionate people to transform your business
- Fill positions to meet both immediate and future skills needs

Outsourced permanent recruitment ▶

- Reduce time-to-hire with access to ready-made, quality talent pools through Recruitment Process Outsourcing (RPO)
- Leverage progressive talent strategies and mechanisms to ensure you have the right talent in place – for today, and tomorrow

Executive recruitment ▶

- Navigate organisational change and steer your organisation to success by finding those inspirational leaders
- Build success through diversity with bespoke job ads and transparent interview processes

Temporary recruitment ▶

- Achieve instant impact and access niche skillsets with quick hires and reduce long-term costs
- Cut out lengthy admin and processes with externally managed pay and timesheets

Fully managed temporary recruitment ▶

- Gain clarity and control over your contingent headcount through a Managed Services Programme (MSP)
- Combine expertise and insights with proved processes to shape the future of your workforce

Our advisory services

Assessment & Development ▶

- Acquire the right skills for your business needs
- Accelerate time-to-hire with tailored end-to-end support
- Cut costs with bespoke selection solutions

Salary Benchmarking ▶

- Use real-time data to have that competitive edge
- Be insight-led for relevant remuneration strategies
- Gain long-term cost savings

Career Transition Services ▶

- Give your employees the right outplacement and transitional support
- Deliver safe spaces to employees for those honest and open conversations
- Manage restructuring processes with effectiveness, agility and speed

Employer Branding ▶

- Stand out as a top employer brand with a proven USP
- Leverage engaging employer branded recruitment solutions
- Enhance your Employer Value Proposition with a people-first approach

Subscription-based hiring for start-ups and scale-ups ▶

- Gain access to tech talent, skills and content as a service
- Dedicated expert recruitment consultant and account management team
- Branded multi-channel campaign to enhance your Employer Value Proposition

To speak to your local recruiting expert, find your nearest at hays.ie/all-offices

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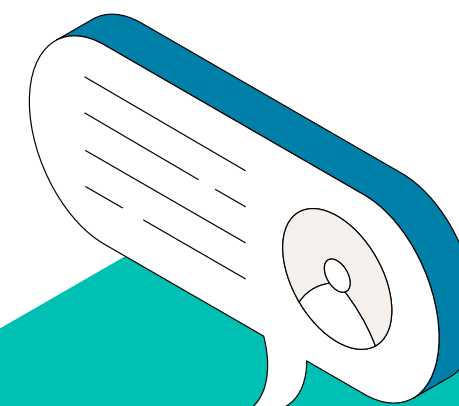
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Methodology

This guide is taken from the Hays Ireland Salary & Recruiting Trends 2023 guide. The salary data has been compiled using information gathered during 2022 from Hays offices across Ireland. It is based on job listings, job offers and candidate registrations.



MARKETING

Brand and product marketing

GREATER DUBLIN AREA	€ Range	€ Typical
Head of Products	100,000-120,000	117,500
Product Manager	60,000-85,000	65,000
Assistant Product Manager	50,000-70,000	54,000
Head of Category	90,000-120,000	100,000
Category Manager	65,000-80,000	74,000
Assistant Category Manager	38,000-50,000	40,000
Brand Manager	50,000-70,000	70,000
Assistant Brand Manager	40,000-50,000	40,000
Trade/Channel Marketing Manager	90,000-110,000	100,000

CORK & REGION	€ Range	€ Typical
Head of Products	80,000-90,000	85,000
Product Manager	45,000-65,000	60,000
Assistant Product Manager	35,000-45,000	38,000
Head of Category	90,000-120,000	90,000
Category Manager	45,000-65,000	56,000
Assistant Category Manager	38,000-50,000	40,000
Brand Manager	45,000-75,000	70,000
Assistant Brand Manager	32,000-45,000	38,500
Trade/Channel Marketing Manager	90,000-110,000	90,000

LIMERICK & MID-WEST	€ Range	€ Typical
Head of Products	80,000-90,000	85,000
Product Manager	45,000-65,000	60,000
Assistant Product Manager	35,000-45,000	38,000
Head of Category	90,000-120,000	90,000
Category Manager	45,000-65,000	56,000
Assistant Category Manager	38,000-50,000	40,000
Brand Manager	45,000-75,000	70,000
Assistant Brand Manager	32,000-45,000	38,500
Trade/Channel Marketing Manager	90,000-110,000	90,000

GALWAY, MIDLANDS & WEST	€ Range	€ Typical
Head of Products	80,000-90,000	85,000
Product Manager	50,000-70,000	65,000
Assistant Product Manager	35,000-45,000	38,000
Head of Category	90,000-120,000	90,000
Category Manager	45,000-65,000	56,000
Assistant Category Manager	38,000-50,000	40,000
Brand Manager	45,000-75,000	70,000
Assistant Brand Manager	32,000-45,000	38,500
Trade/Channel Marketing Manager	90,000-110,000	90,000

Events

GREATER DUBLIN AREA	€ Range	€ Typical
Events Manager	40,000-60,000	41,500
Events Executive/Coordinator	25,000-40,000	33,000

CORK & REGION	€ Range	€ Typical
Events Manager	30,000-45,000	40,500
Events Executive/Coordinator	25,000-35,000	32,500

LIMERICK & MID-WEST	€ Range	€ Typical
Events Manager	30,000-40,000	41,500
Events Executive/Coordinator	25,000-35,000	30,500

GALWAY, MIDLANDS & WEST	€ Range	€ Typical
Events Manager	30,000-40,000	33,000
Events Executive/Coordinator	25,000-35,000	31,500

Insight

GREATER DUBLIN AREA	€ Range	€ Typical
Head of Insight & Analytics/Head of Research	85,000-110,000	93,000
Customer Insight Manager/Research Manager	50,000-80,000	55,500
Customer Insight Analyst	55,000-70,000	57,000
Database Manager/CRM Manager	50,000-75,000	50,000
Marketing Analyst/CRM Analyst	35,000-55,000	40,000
Web Analyst	35,000-52,000	40,000

CORK & REGION	€ Range	€ Typical
Head of Insight & Analytics/Head of Research	85,000-110,000	93,000
Customer Insight Manager/Research Manager	50,000-80,000	55,500
Customer Insight Analyst	55,000-70,000	57,000
Database Manager/CRM Manager	50,000-75,000	50,000
Marketing Analyst/CRM Analyst	35,000-55,000	40,000
Web Analyst	35,000-52,000	40,000

LIMERICK & MID-WEST	€ Range	€ Typical
Head of Insight & Analytics/Head of Research	85,000-110,000	93,000
Customer Insight Manager/Research Manager	50,000-80,000	55,500
Customer Insight Analyst	55,000-70,000	57,000
Database Manager/CRM Manager	50,000-75,000	50,000
Marketing Analyst/CRM Analyst	35,000-55,000	40,000
Web Analyst	35,000-52,000	40,000

GALWAY, MIDLANDS & WEST	€ Range	€ Typical
Head of Insight & Analytics/Head of Research	85,000-110,000	93,000
Customer Insight Manager/Research Manager	50,000-80,000	55,500
Customer Insight Analyst	55,000-70,000	57,000
Database Manager/CRM Manager	50,000-75,000	50,000
Marketing Analyst/CRM Analyst	35,000-55,000	40,000
Web Analyst	35,000-52,000	40,000

General marketing

GREATER DUBLIN AREA	€ Range	€ Typical
Marketing Director	90,000-150,000	105,000
Head of Marketing	90,000-130,000	91,500
Marketing Manager	50,000-80,000	60,000
Senior Marketing Executive	38,000-48,000	43,500
Marketing Executive	30,000-45,000	34,000
Marketing Assistant	25,000-33,000	30,000

CORK & REGION	€ Range	€ Typical
Marketing Director	70,000-120,000	80,000
Head of Marketing	55,000-85,000	79,000
Marketing Manager	40,000-60,000	50,500
Senior Marketing Executive	35,000-40,000	35,000
Marketing Executive	25,000-35,000	34,000
Marketing Assistant	25,000-40,000	26,000

LIMERICK & MID-WEST	€ Range	€ Typical
Marketing Director	70,000-120,000	80,000
Head of Marketing	50,000-75,000	65,000
Marketing Manager	35,000-50,000	43,500
Senior Marketing Executive	30,000-40,000	38,000
Marketing Executive	24,000-35,000	34,000
Marketing Assistant	25,000-40,000	30,000

GALWAY, MIDLANDS & WEST	€ Range	€ Typical
Marketing Director	60,000-100,000	75,000
Head of Marketing	50,000-75,000	57,500
Marketing Manager	40,000-50,000	46,500
Senior Marketing Executive	30,000-40,000	40,000
Marketing Executive	28,000-30,000	30,000
Marketing Assistant	22,000-25,000	24,000

MARKETING

Online and digital

GREATER DUBLIN AREA	€ Range	€ Typical
Digital Director	90,000-150,000	105,000
Head of Digital	80,000-130,000	88,000
Head of eCommerce	80,000-100,000	95,000
eCommerce Manager	45,000-65,000	56,000
Head of CRM	80,000-100,000	93,500
CRM Manager	45,000-60,000	50,000
CRM Executive	30,000-43,000	34,000
Digital Manager	45,000-65,000	64,500
Social Media Manager	36,000-50,000	36,500
Social Media Executive	28,000-35,000	29,500
Senior Digital Marketing Executive	35,000-45,000	35,000
Digital Marketing Executive	30,000-43,000	33,900
Head of SEO	70,000-90,000	85,000
SEO/PPC Manager	40,000-60,000	47,500
SEO/PPC Executive	32,000-42,000	37,000
Web/Digital Designer	33,000-53,000	38,600
Content Marketer	38,000-50,000	45,000
eCommerce Executive	35,000-45,000	38,500

CORK & REGION	€ Range	€ Typical
Digital Director	90,000-150,000	105,000
Head of Digital	80,000-130,000	88,000
Head of eCommerce	80,000-100,000	95,000
eCommerce Manager	45,000-65,000	56,000
Head of CRM	80,000-100,000	93,500
CRM Manager	45,000-60,000	50,000
CRM Executive	30,000-43,000	34,000
Digital Manager	45,000-65,000	64,500
Social Media Manager	36,000-50,000	36,500
Social Media Executive	28,000-35,000	29,500
Senior Digital Marketing Executive	35,000-45,000	35,000
Digital Marketing Executive	30,000-43,000	33,900
Head of SEO	70,000-90,000	85,000
SEO/PPC Manager	40,000-60,000	47,500
SEO/PPC Executive	32,000-42,000	37,000
Web/Digital Designer	33,000-53,000	38,600
Content Marketer	38,000-50,000	45,000
eCommerce Executive	35,000-45,000	38,500

LIMERICK & MID-WEST	€ Range	€ Typical
Digital Director	90,000-150,000	105,000
Head of Digital	80,000-130,000	88,000
Head of eCommerce	80,000-100,000	95,000
eCommerce Manager	45,000-65,000	56,000
Head of CRM	80,000-100,000	93,500
CRM Manager	45,000-60,000	50,000
CRM Executive	30,000-43,000	34,000
Digital Manager	45,000-65,000	64,500
Social Media Manager	36,000-50,000	36,500
Social Media Executive	28,000-35,000	29,500
Senior Digital Marketing Executive	35,000-45,000	35,000
Digital Marketing Executive	30,000-43,000	33,900
Head of SEO	70,000-90,000	85,000
SEO/PPC Manager	40,000-60,000	47,500
SEO/PPC Executive	32,000-42,000	37,000
Web/Digital Designer	33,000-53,000	38,600
Content Marketer	38,000-50,000	45,000
eCommerce Executive	35,000-45,000	38,500

GALWAY, MIDLANDS & WEST	€ Range	€ Typical
Digital Director	90,000-150,000	105,000
Head of Digital	80,000-130,000	88,000
Head of eCommerce	80,000-100,000	95,000
eCommerce Manager	45,000-65,000	56,000
Head of CRM	80,000-100,000	93,500
CRM Manager	45,000-60,000	50,000
CRM Executive	30,000-43,000	34,000
Digital Manager	45,000-65,000	64,500
Social Media Manager	36,000-50,000	36,500
Social Media Executive	28,000-35,000	29,500
Senior Digital Marketing Executive	35,000-45,000	35,000
Digital Marketing Executive	30,000-43,000	33,900
Head of SEO	70,000-90,000	85,000
SEO/PPC Manager	40,000-60,000	47,500
SEO/PPC Executive	32,000-42,000	37,000
Web/Digital Designer	33,000-53,000	38,600
Content Marketer	38,000-50,000	45,000
eCommerce Executive	35,000-45,000	38,500

PR and internal communications

GREATER DUBLIN AREA	€ Range	€ Typical
Head of Comms	80,000-125,000	97,000
Comms Executive	30,000-48,000	38,200
Head of Comms & Engagement	60,000-80,000	75,000
Communications Manager	50,000-70,000	59,300
Communications Coordinator	35,000-45,000	39,700
PR Manager	40,000-55,000	43,000
PR Executive	30,000-45,000	36,500

CORK & REGION	€ Range	€ Typical
Head of Comms	80,000-125,000	90,000
Comms Executive	30,000-48,000	35,000
Head of Comms & Engagement	60,000-80,000	75,000
Communications Manager	50,000-70,000	55,000
Communications Coordinator	35,000-45,000	35,000
PR Manager	40,000-55,000	43,000
PR Executive	30,000-45,000	32,000

LIMERICK & MID-WEST	€ Range	€ Typical
Head of Comms	80,000-125,000	90,000
Comms Executive	30,000-48,000	35,000
Head of Comms & Engagement	60,000-80,000	75,000
Communications Manager	50,000-70,000	55,000
Communications Coordinator	35,000-45,000	35,000
PR Manager	40,000-55,000	43,000
PR Executive	30,000-45,000	32,000

GALWAY, MIDLANDS & WEST	€ Range	€ Typical
Head of Comms	80,000-125,000	90,000
Comms Executive	30,000-48,000	35,000
Head of Comms & Engagement	60,000-80,000	75,000
Communications Manager	50,000-70,000	55,000
Communications Coordinator	35,000-45,000	35,000
PR Manager	40,000-55,000	43,000
PR Executive	30,000-45,000	32,000